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## SELECTED REFERENCES

on

## (EDUCATIONAL) AGRICULTURAL EXHIBITS

Compiled

by the

OFFICE OF EXHIBITS, EXTENSION SERVICE  
U. S. Department of Agriculture

Washington, D. C.-April, 1925.

- CONTENTS: A. Introduction.  
B. U. S. Department of Agriculture publications.  
C. State Agricultural publications.  
D. Miscellaneous, especially advertising books.

A. Introduction. Over one hundred and fifty official publications have been issued by the Federal and State Governments on agricultural exhibits and fairs. Of these scarcely a tenth are devoted to the preparation of non-competitive, "educational exhibits" - that is to discussions of exhibits which tell the story of the process by which a result was achieved. The bulk of agricultural exhibits literature deals with the preparation and arrangement of actual objects - that is with the products of the processes - in a competitive non-commercial exhibit. The more extensive discussions of agricultural exhibits are included here and the emphasis is on the bulletins giving fundamental principles for the preparation of non-competitive, educational exhibits. A few advertising books which discuss principles of display are included.

## List of symbols used in this list:

- a - Agriculture, U. S. Department of. Its Division of Publications will supply free copies upon request.
- c - Copy is enclosed or sent under separate cover in this mail.
- e - Extension Service (Agricultural) of the State issuing can supply information concerning distribution.
- L - Libraries have on file. Not issued in separate form or available only through booksellers.
- p - Purchase may be made from Superintendent of Documents, Washington, D. C. for 5 cents. The U. S. Department of Agriculture's free supply is exhausted.



THE UNITED STATES OF AMERICA

DEPARTMENT OF THE INTERIOR  
BUREAU OF LAND MANAGEMENT

WASH. D. C.

OFFICE OF THE ASSISTANT SECRETARY

WASHINGTON, D. C.  
JANUARY 1, 1910

TO THE SECRETARY OF THE INTERIOR  
FROM THE ASSISTANT SECRETARY  
SUBJECT: [Illegible]

RE: [Illegible]

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## EXHIBITS

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B. U. S. Department of Agriculture publications.

- 1920 p 1 (The) Government exhibit at the 1920 National Dairy Show. —  
1920. 17p., illus. (Dept. Circ. 139.)
- p 2 Selection and preparation of fowls for exhibition by  
Jos. W. Kinghorn. 1920. 11p., illus. (Farmers'  
Bul. 1115.)
- 1919 a 3 Horticultural exhibitions and garden competitions by  
F. L. Mulford. Oct., 1919. 38p., illus. (Dept. Circ. 62)
- 1918 L 4 Suggestions for boys' and girls' exhibits at local, county,  
and state fairs by Milton Danziger. Nov., 1918. 16p.,  
illus. (States Relations Service Doc. 55 - O.E.S., N.&W.  
Circ. 18.)
- 1917 L 5 Agricultural exhibits and contests...by Harry Percy  
Barrows. 1917. 8p. (States Relations Service Doc.  
42. - A.I. - 2.)
- p 6 (The) community fair by J. Sterling Moran. 1917.  
12p., illus. (Farmers' Bul. 870.)
- p 7 Livestock classification at county fairs by S. K. Ray.  
1917. 12p., illus. (Farmers' Bul. 822.)
- 1915 p 8 (The) egg and poultry demonstration car work in reducing  
our \$50,000,000 waste in eggs by M. E. Pennington, H. C.  
Pierce, and H. L. Shrader. 1915. 380p., illus. (Yearbook  
Separate 647.)
- L 9 Road models by the Office of Public Roads. 1915.  
24p., illus. (Dept. Bul. 220.)
- 1913 L 10 Educational contests in agriculture and home economics...  
by George I. Christie. 1913. 47p. (Office of Experiment  
Stations Bul. 255.)
- 1911 L 11 Agricultural fair associations and their utilization in  
agricultural education and improvement by John Hamilton.  
1911. 23p. (Office of Experiment Stations Circ. 109)
- 1910 L 12 (The) value of the poultry show by Rob Roy Slocum. In  
U. S. Dept. Agr. Bureau of Animal Industry, Annual Report,  
25th, 1918, p. 357-363. 1910.

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# EXHIBITS

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## C. State agricultural publications.

- Colorado e 13 Preparation of exhibits by J. D. Marshall (1915)  
16p., illus. (Colo. Agr. Ext. Serv. Bul. 103.)  
Field and garden crops, home economics, livestock, etc.
- Georgia e 14 School-community fairs by John T. Wheeler. 1924  
46p., illus. (Ga. State Col. Agr. Bul., v. 12, no. 11,  
(295).)  
Excellent for educational exhibits - "with a  
definite objective that tries to tell a story."
- Massachusetts e 15 (The) community fair by E. L. Morgan. 44p., illus.  
1919. (Mass. Agr. Col. Ext. Bul. 27.)  
Competitive exhibits in all phases, Includes bees.
- Missouri e 16 Agricultural exhibits and farmers' institutes by  
Samuel M. Jordan. Jan. 1916. 68p., illus.  
(Missouri State Bd. Agr., Mo. Bul., v. 14, no. 1.)  
Competitive exhibits.
- Mississippi e 17 Agricultural fairs by the Mississippi Extension  
staff. 1919. 42p., illus. (Miss. A.&M. Col.,  
Ext. Bul. 14.)  
Excellent for competitive exhibits. Collection,  
arrangement, judging, catalogues, premiums, etc.
- North Carolina e 18 (The) organization and management of fairs by  
S. G. Rubinow. 1918. 24p., illus. (N.C. State  
Col. Agr., Ext. Circ. 68.)
- e 19 How cooperative fair work is carried on in North  
Carolina by S. G. Rubinow. 1919. 8p.  
(N.C. Dept. Agr. Bul., v. 40., no. 2, Suppl. (Whole  
no. 253).)  
Competitive exhibits. Especially good for premiums.
- Ohio e 20 Illustrative fair exhibits by F. M. Lutts. 1917.  
27p., illus. (Ohio Agr. Exp. Sta. (Misc. Pub.).)
- e 21 Illustrative fair exhibits by L. H. Goddard and  
W. A. Lloyd. 1910. 27p. illus. (Ohio Agr. Exp.  
Sta. Circ. 101.)  
Excellent for educational exhibits. Includes  
agronomy, animal husbandry, soil fertility, weeds,  
etc. Well illustrated.
- Oregon e 22 Community fairs by W. S. Brown and others. (1915)  
46p. (Oregon Agr. Ext. Serv., College Bul. (Ext.  
ser.) 212 (ser. 2, no. 45).)  
Competitive exhibits. Regulations, judging  
premiums, etc.



THE UNIVERSITY OF CHICAGO



# EXHIBITS

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## C. State agricultural publications (cont.)

- Tennessee    e    23    Agricultural exhibits and fairs by C. E. Bröhm, 1924. 50 p., illus. (Tenn. Agri. Col. Div. Ext., Pub. 127)  
Competitive exhibits. Very comprehensive.
- Texas            e    24    Exhibiting and judging at agricultural fairs...by J. C. Patterson and R. E. McDonald. 1919. 63p., illus. (Tex. Dept. Agri., Bul. 66.)  
Excellent. Full details for field and garden crops, for home economics, livestock, etc.
- Virginia        e    25    How to set up an exhibit by the Hampton Normal and Agricultural Institute, 1921. 220p., illus. (Hampton leaflets, no. 105.)

## D. Miscellaneous, especially advertising books.

- L    26    Hotchkiss, George.  
Advertising copy. New York, Harper, 1924.  
471 p., illus. \$3.50.
- L    27    National lime association (Washington, D. C.),  
Convincing by exhibits by Edith J. Munsell  
and John A. Slipper. 1930(?) 24p., illus.  
(Bulletin 175.) Free.
- L    28    Panama-Pacific International Exposition  
(San Francisco, 1915). Division of ex-  
hibits. Department of social economy.  
How to prepare exhibits. 1915. (20)p.,  
(Bulletin 1.) Out of print.
- L    29    Parsons, Frank Alvah.  
Art appeal in display advertising. New  
York, Harper, 1921. 133p., illus. \$4.50.
- L    30    Reutzahn, Evert G. and Mary S.  
(The) A B C of exhibit planning. New York,  
Russell Sage Foundation, 1918. 234p., illus.  
(Survey and exhibit series.) \$1.50.
- L    31    Starch, Daniel.  
Principles of advertising, New York, Shaw,  
1923. 998p., illus. \$5.00.
- L    32    Tipper, Harry and others.  
Advertising; its principles and practice.  
New York, Ronald, 1915. 575p., illus. \$4.00.

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EXHIBITS

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D. Miscellaneous, especially advertising books (Cont.)

- L 33 Traverse City (Mich.) State Bank.  
Suggestions for bank agricultural exhibits.  
The Bank, (c 1915). 7p., illus. Free?
- L 34 Virginia. Public Instruction, Dept. of  
County school, fairs in Virginia; ed. 2  
Richmond, Va., 1913. 58 p. Free?

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